

Chain: 09190000
Chain Name: QUICK CHEK HDQTRS

*** 11/17/97 Thru 02/15/98 *** Total Stores: 99

FULL PRICE	Cartons	SOM	BRANDED SAVINGS	Cartons	SOM
MARLBORO	260936.0	50.4%	BASIC	7619.0	1.5%
NEWPORT	50970.0	9.8%	DORAL	4420.0	0.9%
PARLIAMENT	27610.5	5.3%	MISTY	2258.0	0.4%
SALEM	20523.0	4.0%	Other	3923.0	0.8%
MERIT	19919.0	3.8%	Total	18220.0	3.5%
WINSTON	19860.0	3.8%	PL/BLK & WHT	Cartons	SOM
Other	88847.0	17.2%	COURIER	10821.0	2.1%
Total	488665.5	94.3%	Total	10821.0	2.0%

** Qtr 4 - 1997 ** Total Stores: 100

FULL PRICE	Cartons	SOM
MARLBORO	270802.0	49.9%
NEWPORT	53806.0	9.9%
PARLIAMENT	31100.5	5.7%
MERIT	21521.0	4.0%
SALEM	18944.0	3.5%
WINSTON	18772.0	3.5%
Other	97849.0	18.0%
Total	512794.5	94.4%

BRANDED SAVINGS	Cartons	SOM
BASIC	7168.0	1.3%
DORAL	5058.0	0.9%
MISTY	2500.0	0.5%
Other	4480.0	0.8%
Total	19206.0	3.5%

PL/BLK & WHT	Cartons	SOM
COURIER	10902.0	2.0%
Total	10902.0	2.0%

** Qtr 3 - 1997 ** Total Stores: 100

FULL PRICE	Cartons	SOM
MARLBORO	266792.0	50.3%
NEWPORT	53429.0	10.1%
PARLIAMENT	29421.5	5.5%
MERIT	22942.5	4.3%
SALEM	18023.0	3.4%
WINSTON	17063.0	3.2%
Other	97255.0	18.3%
Total	504926.0	95.1%

BRANDED SAVINGS	Cartons	SOM
BASIC	6579.0	1.2%
DORAL	2606.0	0.5%
MONARCH	2301.0	0.4%
Other	4336.0	0.8%
Total	15822.0	2.9%

PL/BLK & WHT	Cartons	SOM
COURIER	10020.0	1.9%
CIMARRON	-4.0	
Total	10016.0	1.8%

** Qtr 2 - 1997 ** Total Stores: 99

FULL PRICE	Cartons	SOM
MARLBORO	241220.0	50.2%
NEWPORT	48906.0	10.2%
PARLIAMENT	27397.0	5.7%
MERIT	19794.0	4.1%
SALEM	16196.0	3.4%
VIRGINIA SLI	15852.0	3.3%
Other	86268.0	18.0%
Total	455633.0	94.8%

BRANDED SAVINGS	Cartons	SOM
BASIC	5463.0	1.1%
DORAL	2650.0	0.6%
MONARCH	2416.0	0.5%
Other	4323.0	0.9%
Total	14852.0	3.0%

PL/BLK & WHT	Cartons	SOM
COURIER	10031.0	2.1%
Total	10031.0	2.0%

** Qtr 1 - 1997 ** Total Stores: 98

FULL PRICE	Cartons	SOM
MARLBORO	227744.0	49.8%
NEWPORT	46194.0	10.1%
PARLIAMENT	25718.0	5.6%
MERIT	18684.0	4.1%
SALEM	15409.0	3.4%
VIRGINIA SLI	14755.0	3.2%
Other	84532.0	18.5%
Total	433036.0	94.6%

BRANDED SAVINGS	Cartons	SOM
BASIC	5454.0	1.2%
MONARCH	2701.0	0.6%
DORAL	2348.0	0.5%
Other	3599.0	0.8%
Total	14102.0	3.0%

PL/BLK & WHT	Cartons	SOM
COURIER	10464.0	2.3%
Total	10464.0	2.2%

*** Distribution of RJR Information to unauthorized person(s) is prohibited ***

51843 7656

Chain: 09190000
Chain Name: QUICK CHEK HDQTRS

	Qtr 1 - 1997	Qtr 2 - 1997	Qtr 3 - 1997	Qtr 4 - 1997	11/17/97 Thru 02/15/98
	98	99	100	100	99
TOTAL STORES					
FULL PRICE					
MARLBORO	49.8%	50.2%	50.3%	49.9%	50.4%
NEWPORT	10.1%	10.2%	10.1%	9.9%	9.8%
PARLIAMENT	5.6%	5.7%	5.5%	5.7%	5.3%
SALEM	3.4%	3.4%	3.4%	3.5%	4.0%
MERIT	4.1%	4.1%	4.3%	4.0%	3.8%
WINSTON	2.5%	2.6%	3.2%	3.5%	3.8%
Other	19.1%	18.6%	18.3%	17.9%	17.2%
TOTAL	94.6%	94.8%	95.1%	94.4%	94.3%
BRANDED SAVINGS					
BASIC	1.2%	1.1%	1.2%	1.3%	1.5%
DORAL	0.5%	0.6%	0.5%	0.9%	0.9%
MISTY	0.5%	0.5%	0.4%	0.5%	0.4%
Other	0.8%	0.8%	0.8%	0.8%	0.7%
TOTAL	3.0%	3.0%	2.9%	3.5%	3.5%
PL/BLK & WHT					
COURIER	2.3%	2.1%	1.9%	2.0%	2.1%
Other	0.1%	0.1%	0.1%		0.1%
TOTAL	2.2%	2.0%	1.8%	2.0%	2.0%
Total Industry Volume					
Cartons	457602.0	480516.0	530764.0	542902.5	517706.5
Vol % Change	N/A	+5.00%	+10.45%	+2.28%	-4.64%
Industry Weekly Average					
Cartons	35200.1	36962.7	40828.0	41761.7	39823.5
Weekly Store Average					
Industry	359.18	373.36	408.28	417.61	402.25
RJR	48.27	48.18	55.08	60.71	61.65

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51843 7657

Chain: 09190000
Chain Name: QUICK CHEK HDQTRS

	Qtr 1 - 1997	Qtr 2 - 1997	Qtr 3 - 1997	Qtr 4 - 1997	11/17/97 Thru 02/15/98
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TOTAL STORES	98	99	100	100	99
TOTAL SOM					

RJR	13.5%	13.0%	13.5%	14.5%	15.3%
PM	66.1%	66.8%	66.8%	66.1%	66.0%
BAT	7.2%	6.9%	6.6%	6.6%	6.2%
LOR	12.8%	12.8%	12.7%	12.4%	12.2%
L&M	0.5%	0.5%	0.5%	0.4%	0.4%
OTH					
FULL PRICE					

RJR	10.1%	9.8%	10.7%	11.2%	12.0%
PM	64.9%	65.7%	65.6%	64.8%	64.5%
BAT	6.4%	6.1%	5.9%	5.8%	5.4%
LOR	12.8%	12.7%	12.5%	12.3%	12.1%
L&M	0.5%	0.5%	0.5%	0.4%	0.4%
OTH					
All Cigt	94.6%	94.8%	95.1%	94.4%	94.3%
BRANDED SAVINGS					

RJR	1.1%	1.1%	0.9%	1.3%	1.2%
PM	1.2%	1.1%	1.2%	1.3%	1.5%
BAT	0.8%	0.8%	0.7%	0.8%	0.8%
LOR		0.1%	0.2%	0.1%	0.1%
L&M					
OTH					
All Cigt	3.0%	3.0%	2.9%	3.5%	3.5%
PL/BLK & WHT					

RJR	2.3%	2.1%	1.9%	2.0%	2.1%
PM					
BAT					
LOR					
L&M					
OTH					
All Cigt	2.2%	2.0%	1.8%	2.0%	2.0%

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51843 7658